

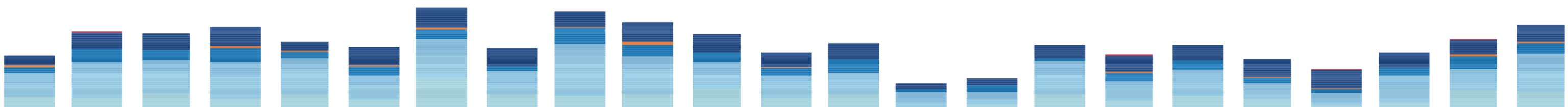
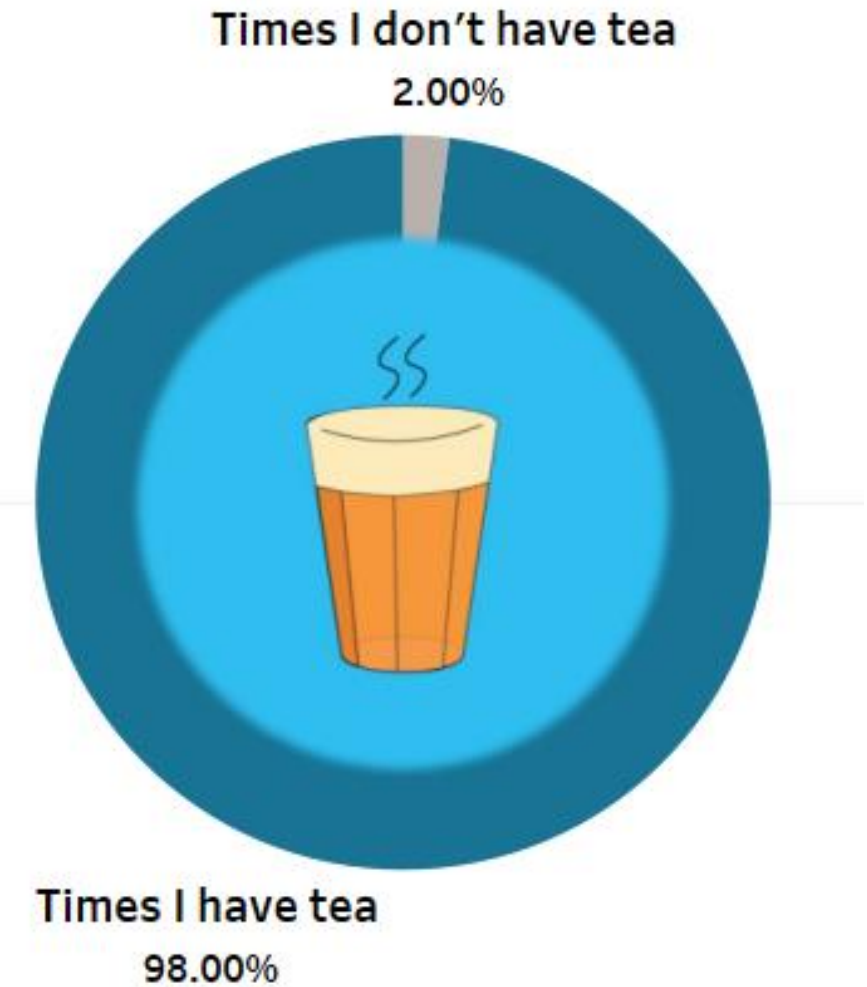


Tableau Tea Talks : Episode 1

Analytics in High Technology

Madhav Kannan | Prakash Khatri

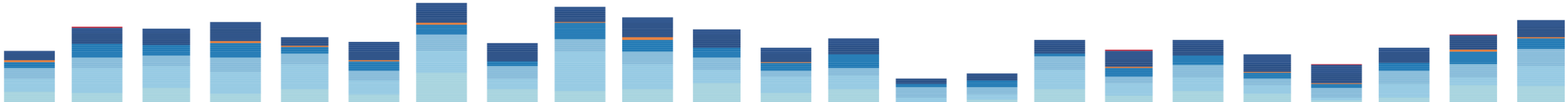
Sundheep Venkat | Tanushree Rohera



ON THE MENU TODAY

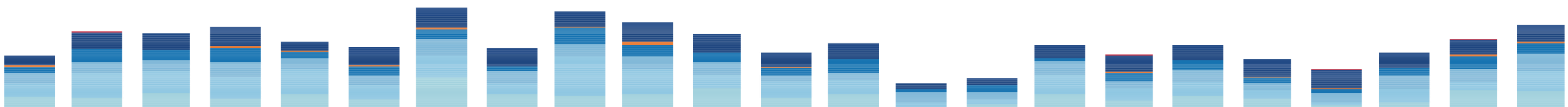


-
- 1.00 Introduction and a short recap of external analytics
 - 2.00 New Features that you can leverage on
 - 3.00 A conversation with Madhav Kannan
 - 4.00 A conversation with our customer:
Prakash Khatri from FSS
 - 5.00 The COVID-19 Resource Hub & Staying Engaged
-





Introduction and a short recap of external analytics
Sundheep Venkat,
Head of India Commercial Sales



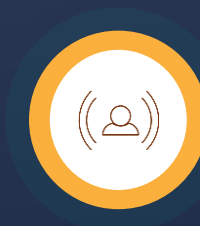
We help people see and understand data



We're listening to our customers every day

“How can I create stability?”

*How do I respond and adapt operations quickly?
How do I care for employees?
How do I monitor and communicate what's happening?*



Stabilize
your company

“How do I reopen my business?”

*How do I know when to reopen operations?
How do I identify changes I need to make to my business?
How do I build a foundation of trusted data I can rely on?*



Reopen
your workplace

“How will my business grow?”

*How do I shift to a data-driven organization?
What new digital and data skills will my employees need?
How do I keep employees and customers informed?*



Grow
your business

Digital Imperative: Moving faster than ever before

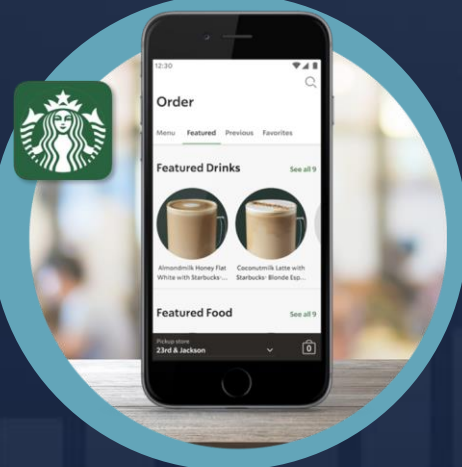


The Digital Customer

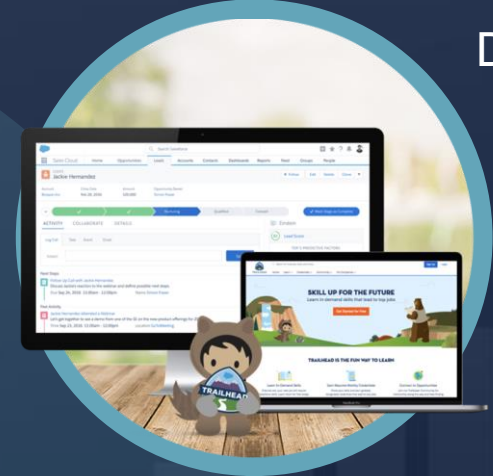
Shift to Digital Channels



Importance of Digital Apps



Support for a Digital, Data-Driven Workforce



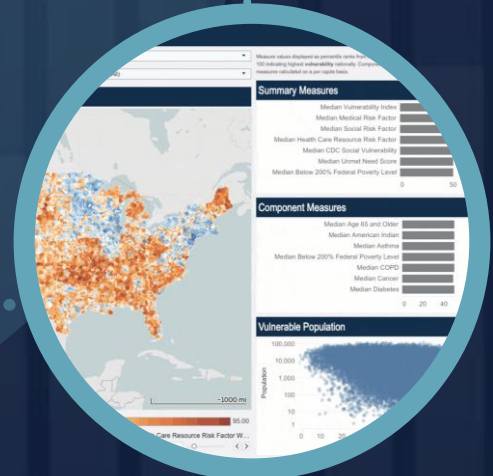
Growth of Digital Communities



Rise of Digital Communications



Making Critical Decisions

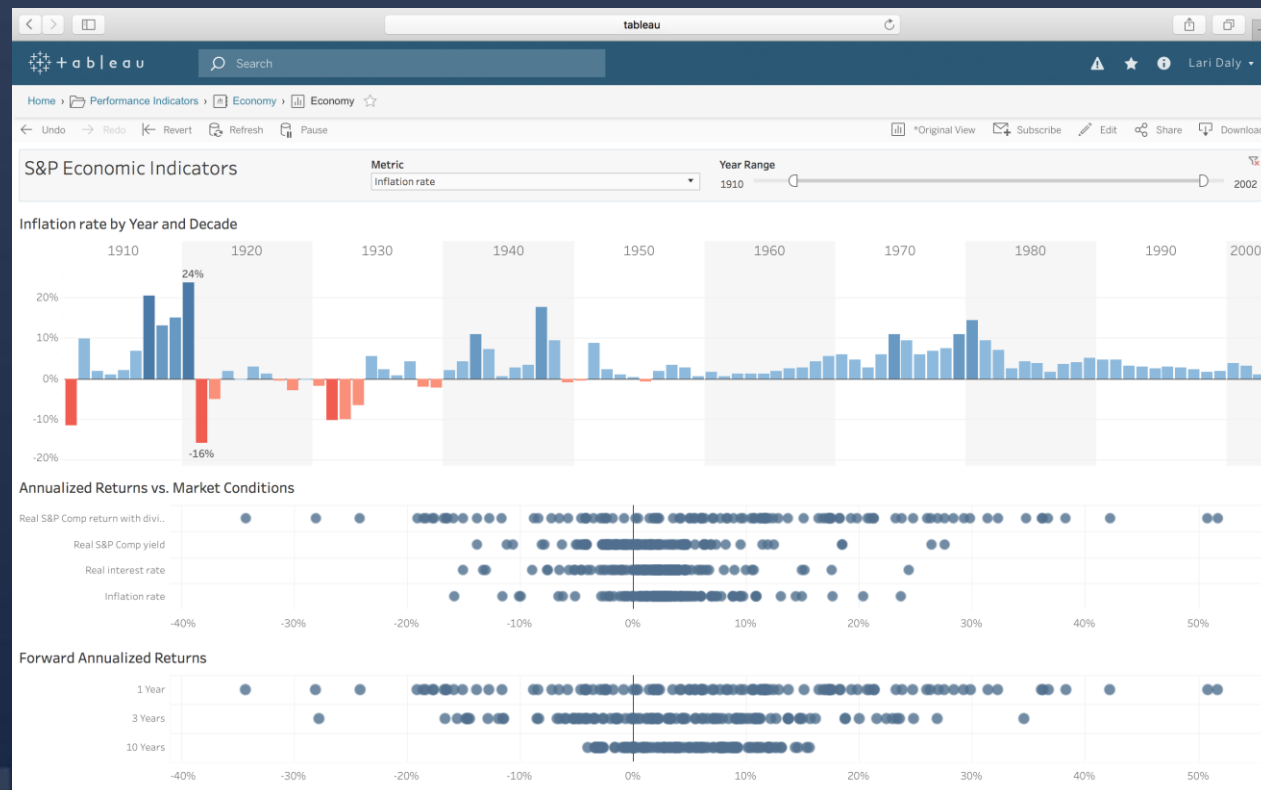


Every digital transformation is a data transformation

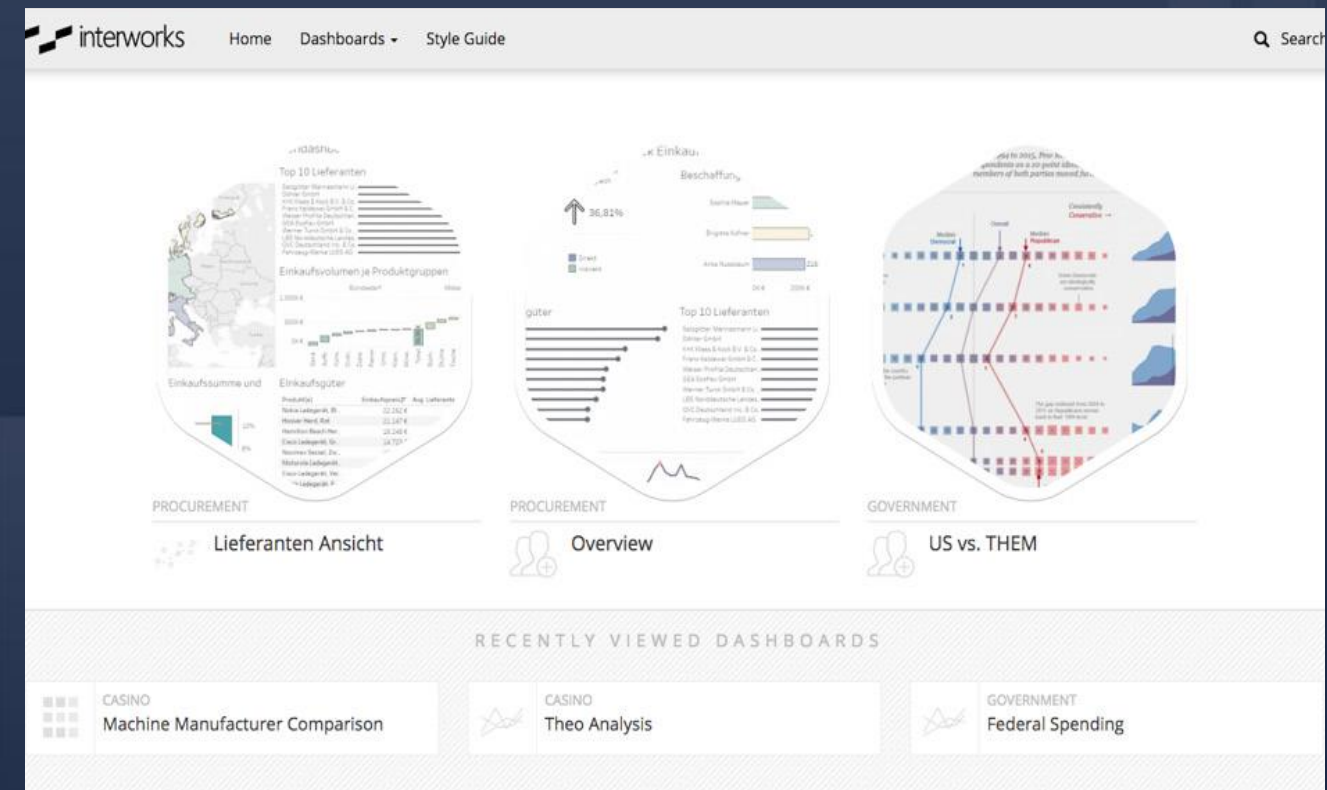


What does External Analytics Represent?

- *If you own data and want to expose these to end-users using Tableau*



Option 1: Expose Tableau Web to your end-user

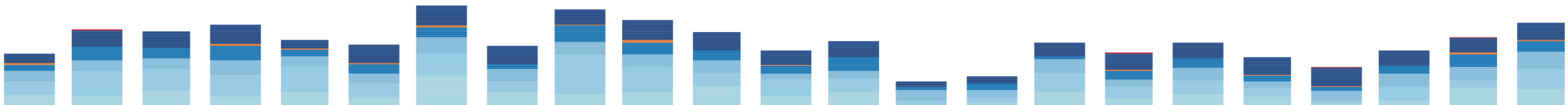


Option 2: Embed Tableau into your portal



Embedded Analytics Portal Demo

Tanushree Rohera, Solution Engineer

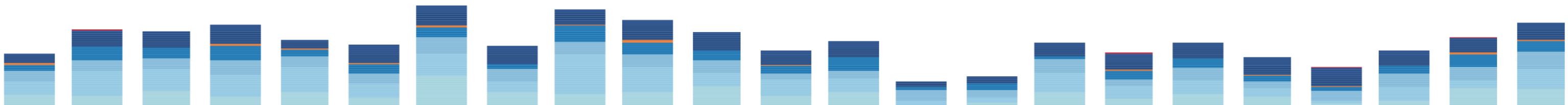


A Recap of the Embedded Analytics Portal

Key Takeaways :

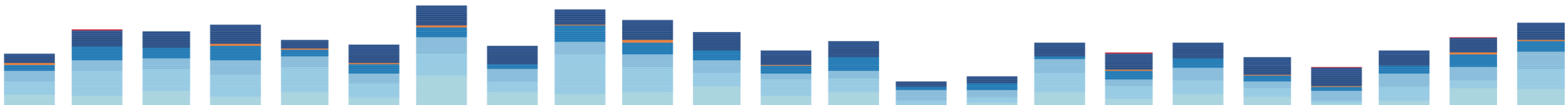
1. The ability to experience a Single Sign On Experience
2. White-labelled solution
3. The ability to leverage on APIs to combine the web page + dashboard elements
4. User-Level Filtering

Try the portal out : <http://fins.tabapacshowcase.com/>





10 Features in X minutes

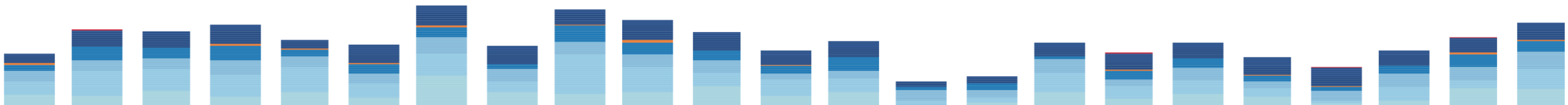


The 10 Features we'll cover today (Hyperlinks on topics)

Category	Topic (With Hyperlink)	Additional Resources
Tableau Designer	Relationships (Object Model)	Example in demo WB
Tableau Designer	Parameter and Set Actions	Example in demo WB
Tableau Designer	Viz Animations	Tableau version of Hans Rosling's Talk
End-User	Web-Authored Improvements	Try the 'Edit' in Sample Portal
End User	Ask Data and Embedding Ask Data	
Developer	Webhooks API	Blogpost on setting it up
Developer	REST API (Personal Access Tokens)	Blogpost on why this is important
Data Management	Adding R Scripts to Tableau Prep Flows	Blogpost on interesting applications
Data Management	Tableau Prep Conductor	
Server Management	Content Migration Tool + AWS Benefits	

#1 : Relationships

We're making it easier to perform analysis
across multiple tables of data



Feature #1 : Relationships (Object Model)

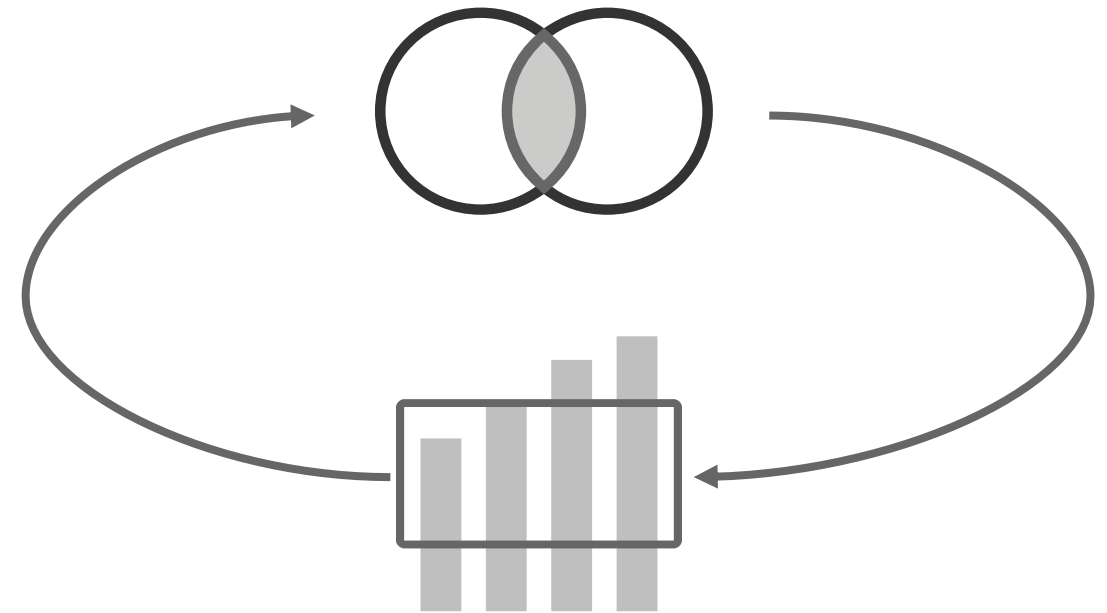
Release: 2020.2

Earlier



Combine then analyze

Now

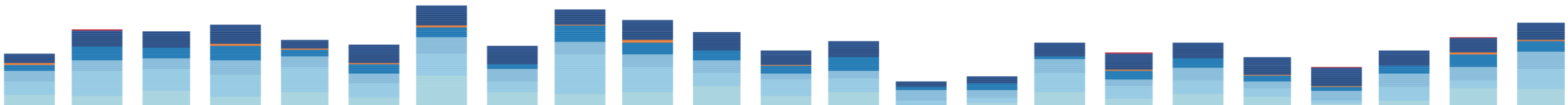


Combine and analyze

Flexible | Automatic | Contextual

#2 : Parameter & Set Actions

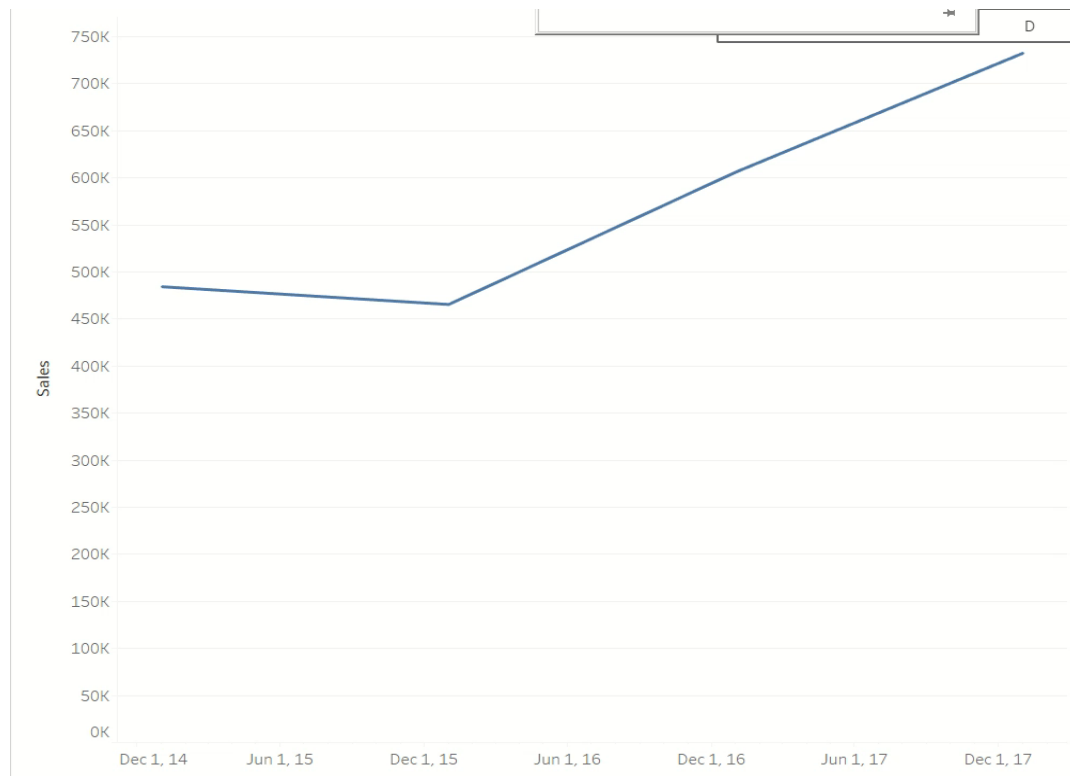
We're making it easier for end users to directly interact with the dashboard going beyond filtering data out



Feature #2 : Parameter Actions

Releases: 2019.2

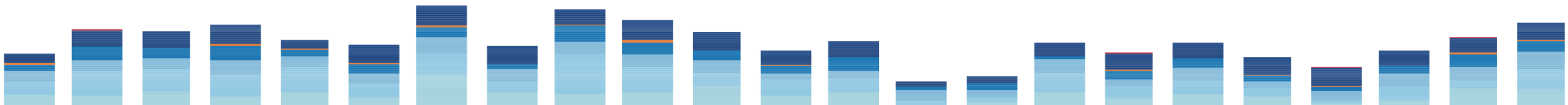
Parameter Actions



See more examples [here](#)

Allow your users to change the parameter values

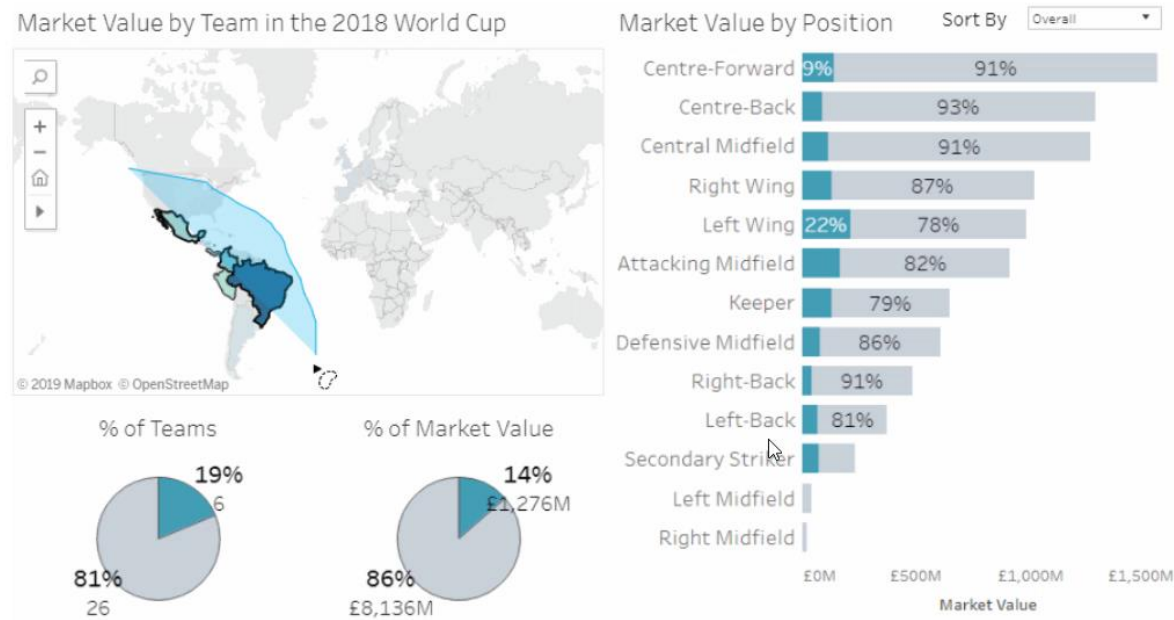
It can drive reference lines, calculations, filters & SQL Queries



Feature #2 : Set Actions

Releases: 2018.3

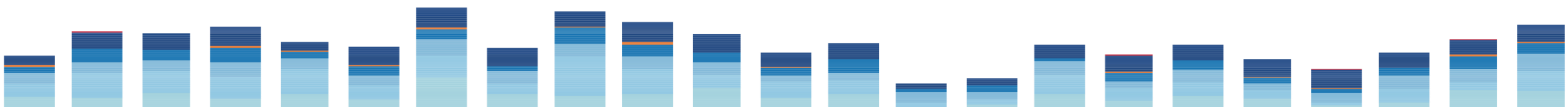
Set Actions



Allow your users to change what goes in a set

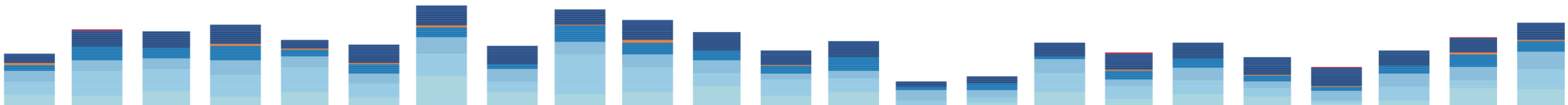
Sets can be added to color, filter, detail and easily represents selection vs. the rest analysis

See more [examples here](#)



#3 : Viz Animations

It's now easier to explore, understand and present your data to tell powerful, moving data stories

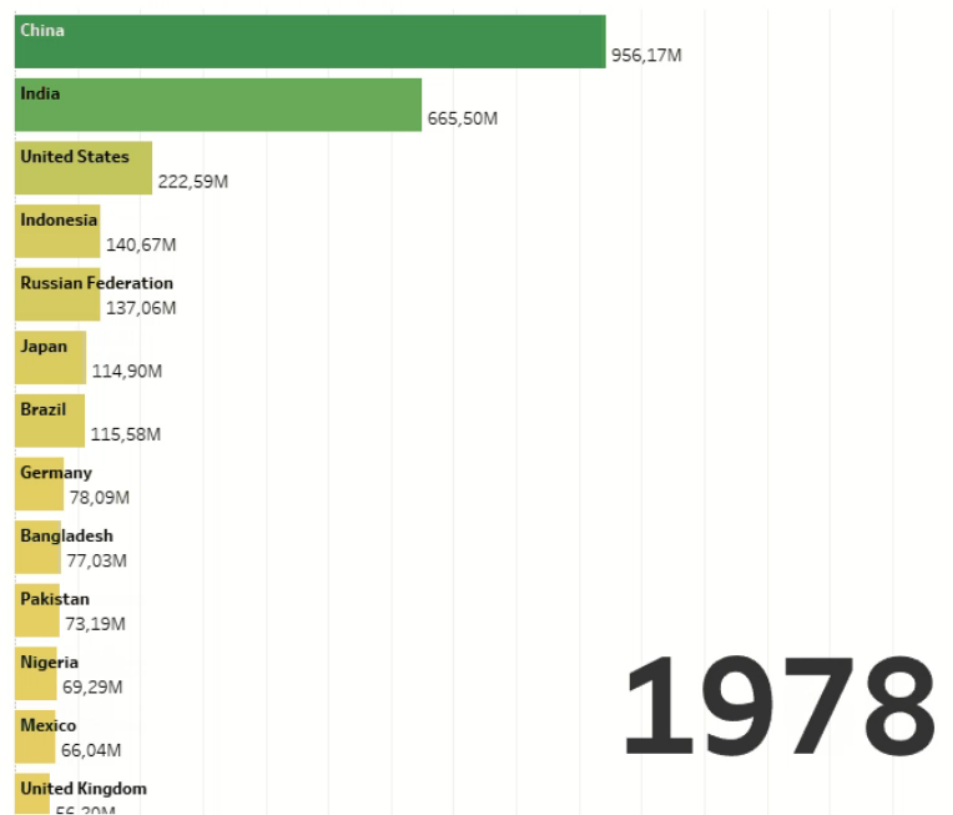


Feature #3 : Viz Animations

Releases: 2020.1

Viz Animations

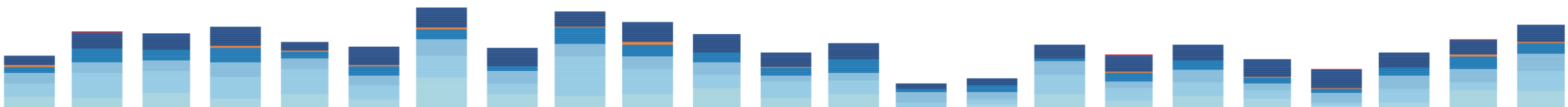
Population number by year and country



A formatting option that can be enabled per sheet or per workbook.

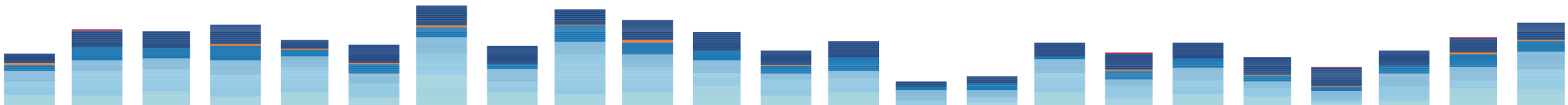
Along with filters, sort and pages, it allows for interactive storytelling

Source: [Greatified.com](https://www.greatified.com)



#4 : Web-Authoring Improvement

We want it to be easier for your end-users to be able to do ad-hoc analysis on top of their pre-created dashboards

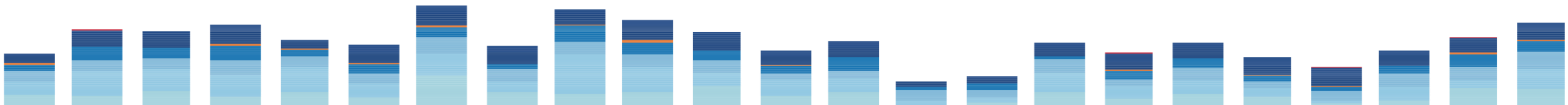


Feature #4 : Web-Authoring capabilities

Releases: 2019.1-2020.2

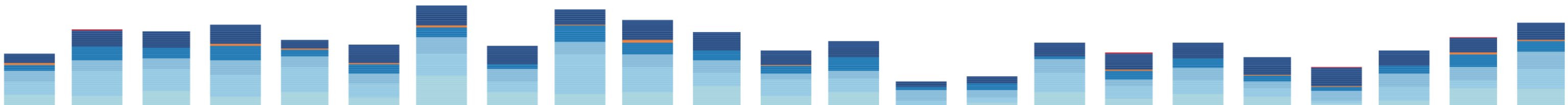
Increasingly porting over Desktop Features to the Web:

- Parameters
- Pages
- Edit tooltips
- Filter Shelves
- Create Extracts on the Web
- Map Layer window



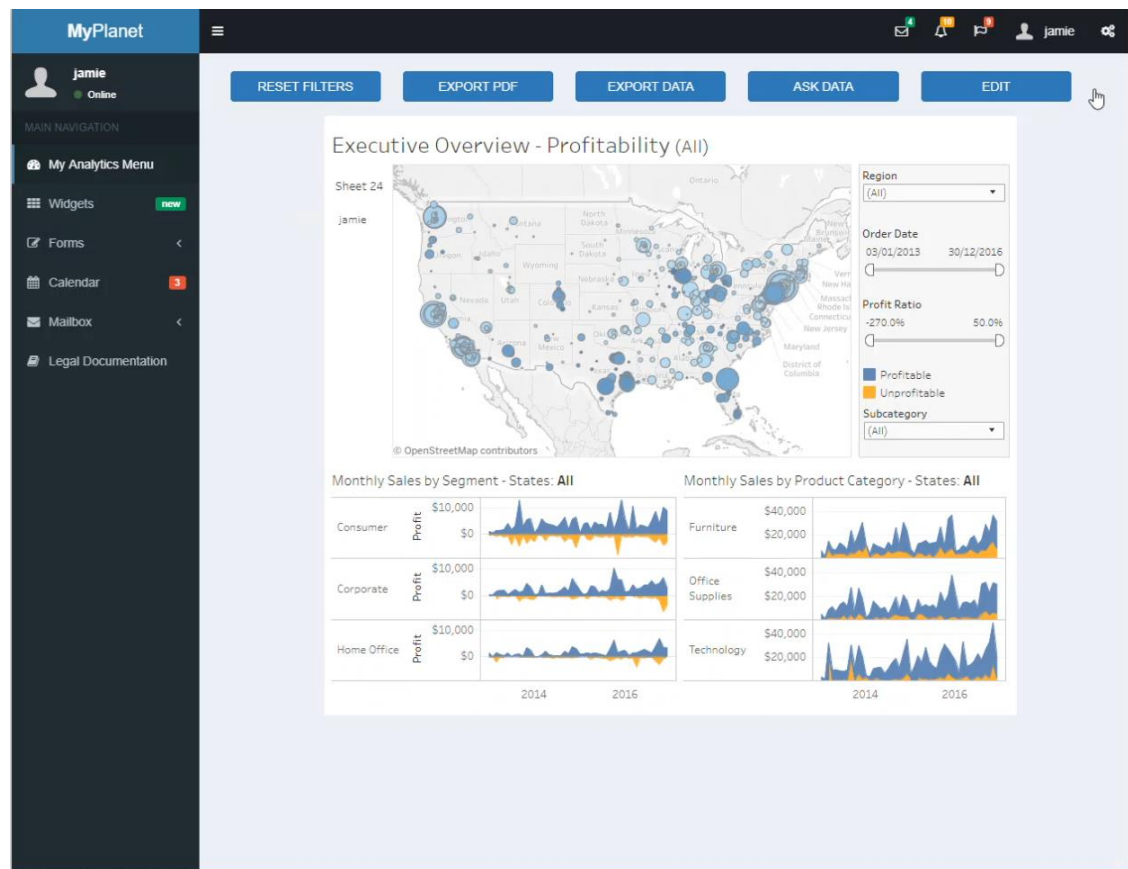
#5 : Ask Data

We want it to be easier for your end-users to be able to do ad-hoc analysis by typing their questions in plain text



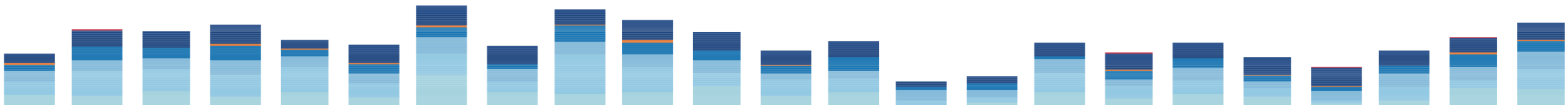
Feature #5 : Ask Data and the ability to embed

Releases: 2019.1 and 2019.3



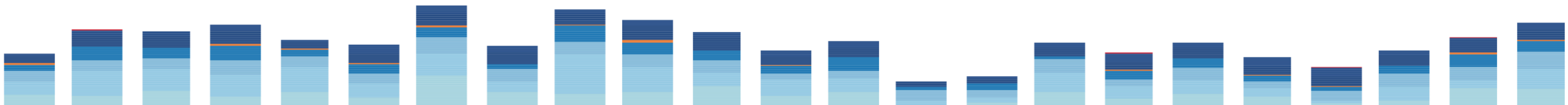
Leverage this to reach out to the senior management amongst your clients.

Allows for ad-hoc exploration without having to learn the drag & drop interface. Directly embed this into your web-page



#6 : Webhooks API

As a developer, we want to give you the ability to automatically trigger a workflow and get notified when you need to



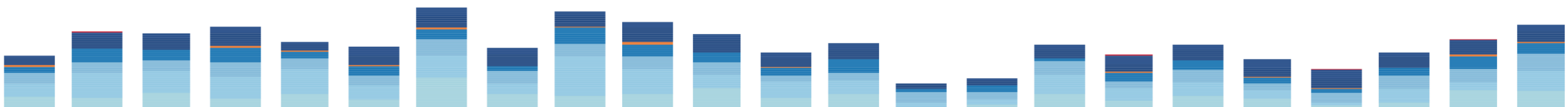
Feature #6 : Web-Hook API

Release: 2019.3

- | | |
|---|--|
| <ul style="list-style-type: none">• Workbook Created• Workbook Updated• Workbook Deleted• Workbook Refresh Started• Workbook Refresh Succeeded• Workbook Refresh Failed• View Deleted | <ul style="list-style-type: none">• Data Source Created• Data Source Updated• Data Source Deleted• Data Source Refresh Started• Data Source Refresh Succeeded• Data Source Refresh Failed |
|---|--|

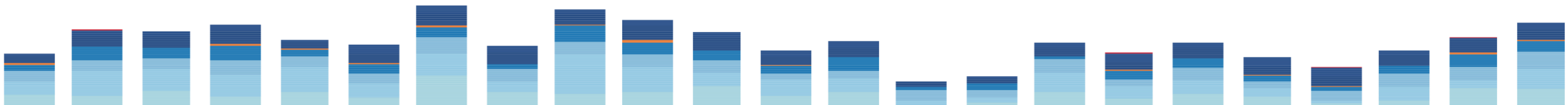
Leverage this so that Tableau can notify some other process that an event has occurred using standard web technologies like HTTP and JSON

Our customers use it for things like filing a ticket in service now as soon as an extract refresh fails, or getting a Slack update when a workbook is updated



#7 : REST API (Personal Access Tokens)

Authenticate into REST API calls with secure authentication tokens as opposed to hard-coded credentials



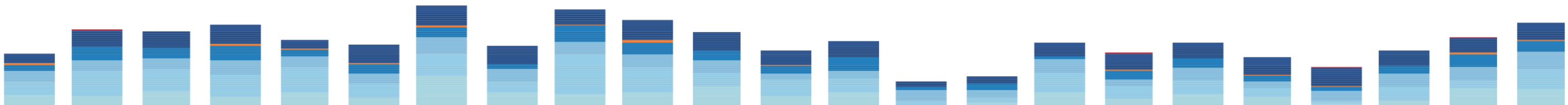
Feature #7 : Personal Access Tokens

Release: 2019.4

Leveraging on tokens rather than username/passwords to authenticate into REST API calls.

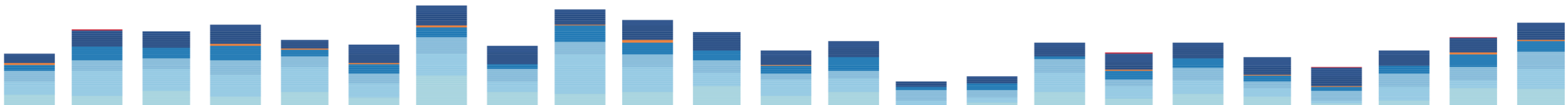
This benefits you in the following ways:

1. Improved security (credentials secure)
2. Auditing & Tracking (Review logs for tracking token usage)
3. Managing automation (Metadata changes don't affect scripts)



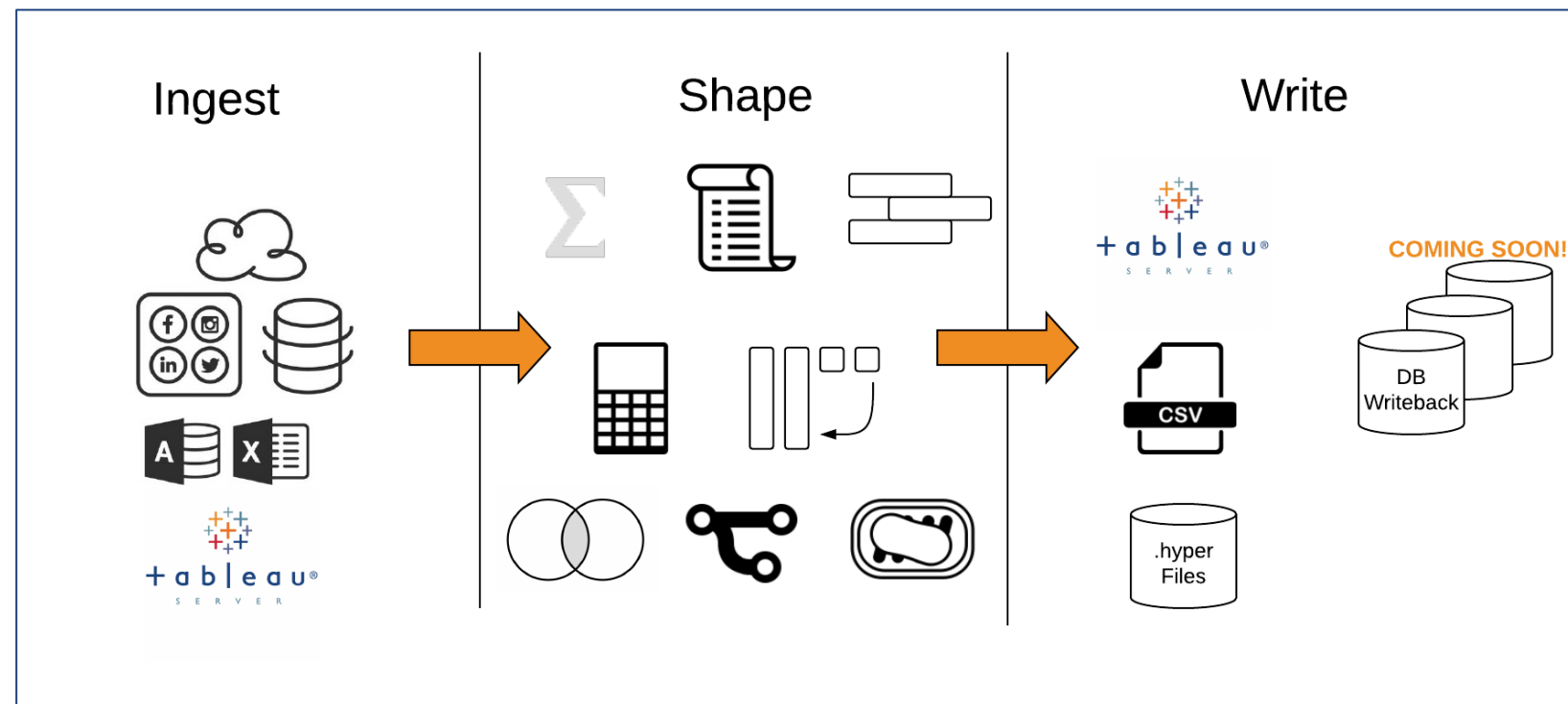
#8 : R/Python in Tableau Prep

Be able to bring R and Python scripts directly into your data cleaning



Feature #8 : R/Python Scripts in Tableau Prep

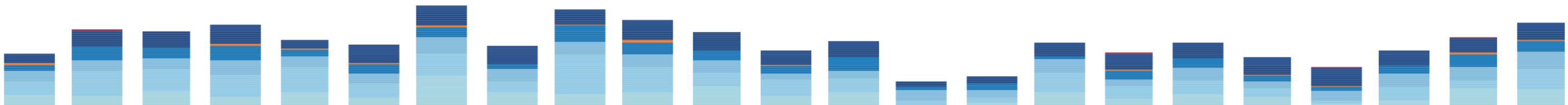
Release: 2019.3



- Leverage the power of R/Python to incorporate advanced analytics into your cleaning flow

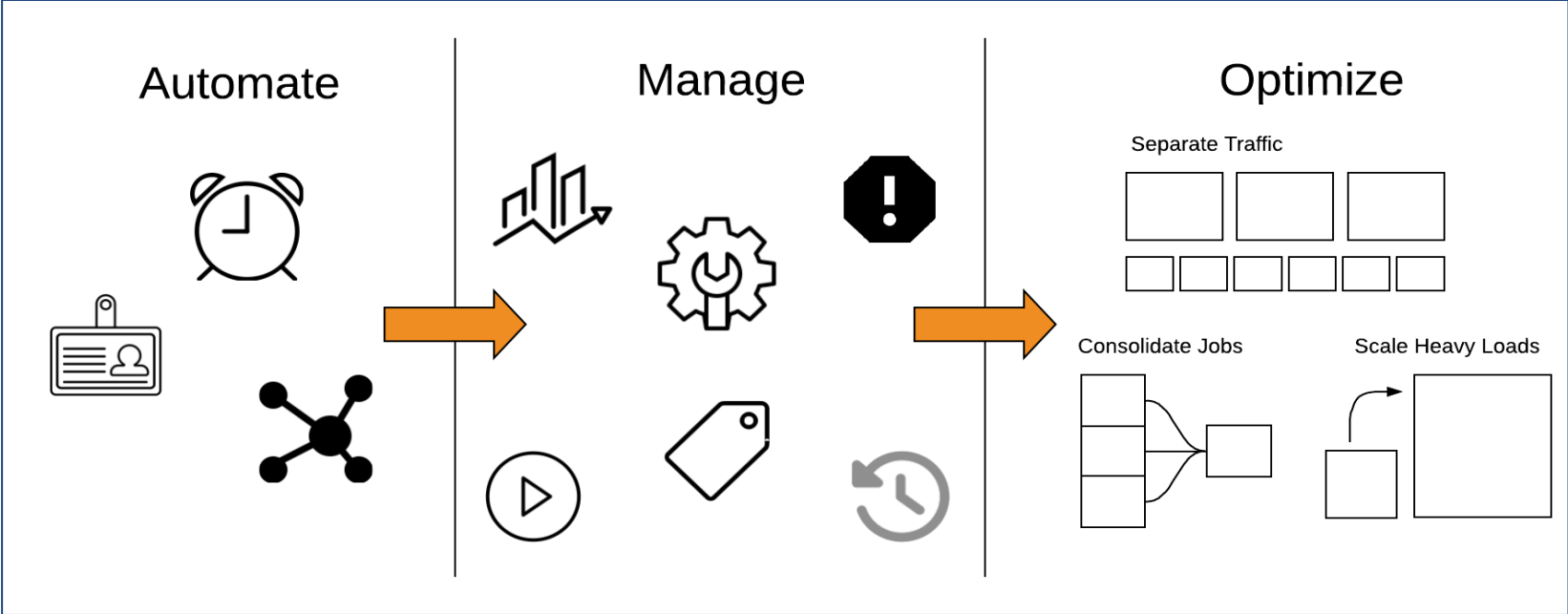
#9 : Tableau Prep Conductor

We want to make it easier for you to monitor
and schedule your data flows



Feature #9 : Prep + Prep Conductor

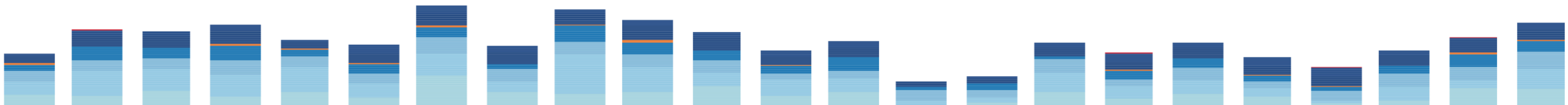
Release: 2019.1, as part of the Data Management Add-On



Leverage Prep Conductor to schedule prep flows securely

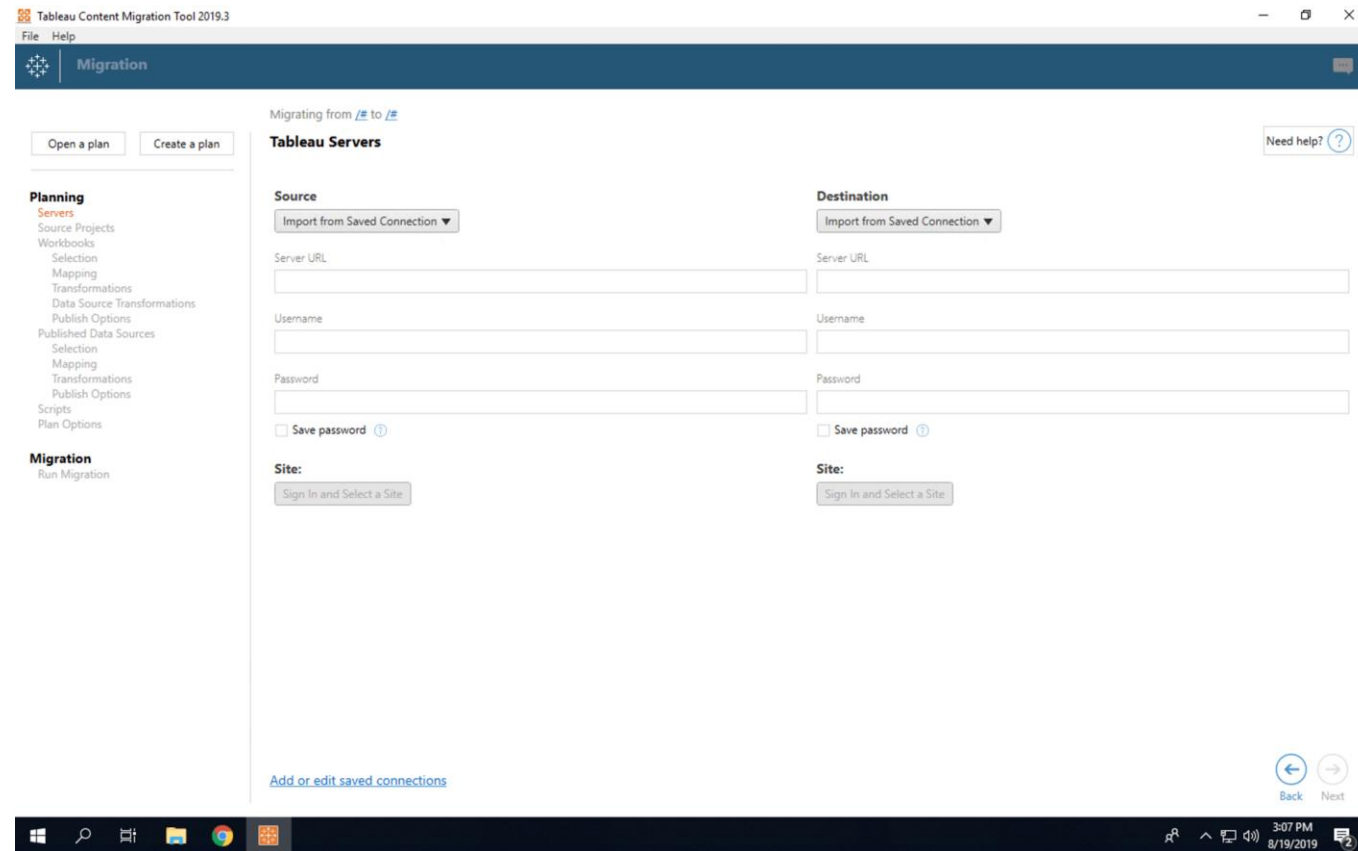
#10 : The Content Migration Tool + AWS Benefits

We want to make it easier for larger Tableau deployments to manage their Tableau Server



Feature #10 : Content Migration Tool

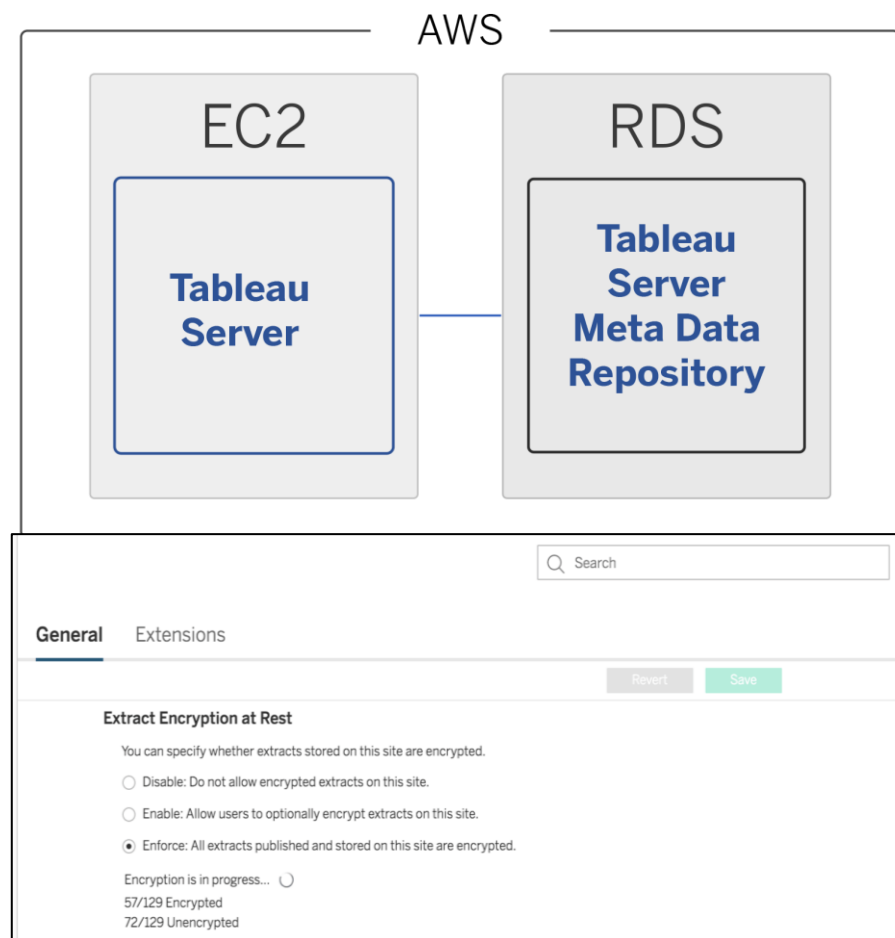
Release: 2019.3, as part of the Server Management Add-On



- Have an easy to navigate GUI to streamline your workbook and data source content workflows
- This includes migrating content between projects, sites or Tableau Server Environments

Feature #10 : AWS Benefits

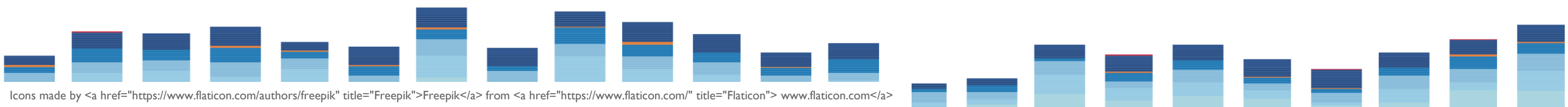
Release: 2019.3, as part of the Server Management Add-On



- If you're hosting Tableau Server on AWS, you can host your repository on Amazon RDS' Postgres
- Data Encryption at Rest can be integrated with Amazon's KMS



A Conversation with Madhav Kannan (Tableau's Embedded Analytics Expert)



External Analytics Use Cases

Which Industries are customers typically from?

- Technology OEM (Database/ CRM Providers)
- E-commerce/ Financial Services/ Retail/Pharma/ Education/ Service Providers

Who are they providing Analytics to?

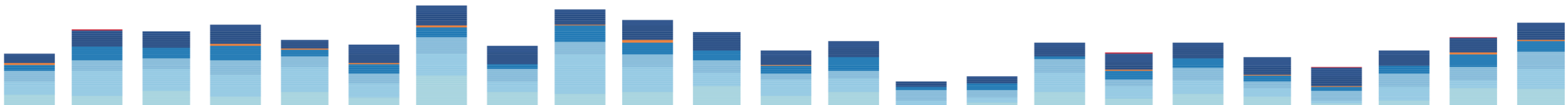
- Customers
- Vendors/ Partners/ Dealers/ Suppliers
- Agents

What were the metrics they were tracking?

- CRM Analytics: Employee utilization / workload management/ lead analysis
- Vendor Analytics: Consumer trends/ Inventory trends/ Revenue Maximization
- Agent Analytics: Performance Analytics (both Individual and in comparison, to Team)

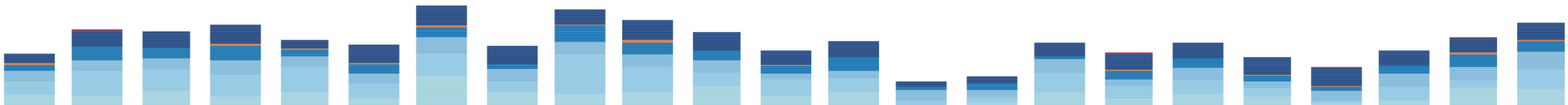
What Tableau features helped in achieving their goals?

- The ability to provide end users analytics from a range of data-sources.
- Developer capabilities via JavaScript / REST / Document API for scaling at large
- In-built capabilities of Tableau Server such as row-level security, permissions and data governance



What should you look for while embedding?

1. White-labeling Capabilities
2. Authentication (Single Sign On)
3. Authorization
4. Data Access Controls
5. Ability to Automate at Scale





A Conversation with Prakash AVP Analytics at FSS Software

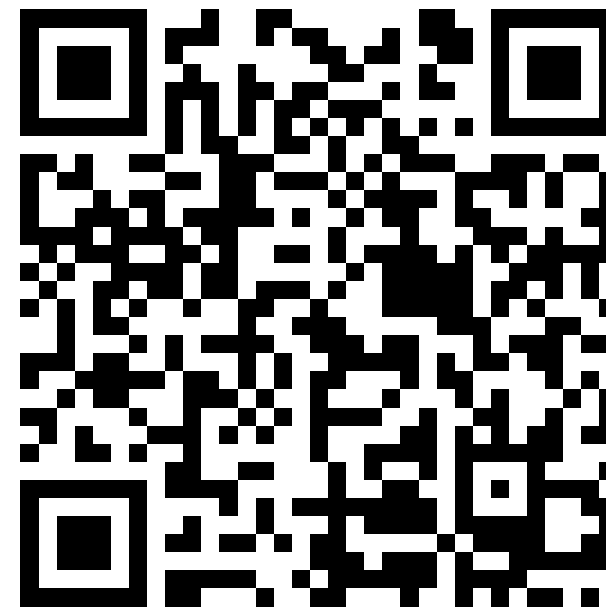


Tableau Tea Talks : Episode 1

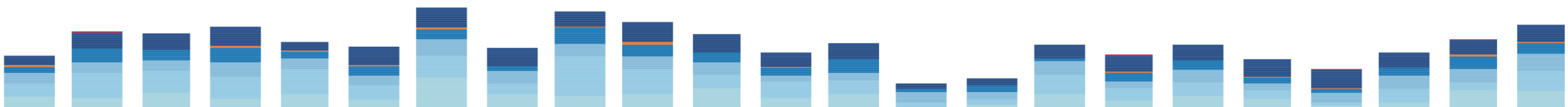
Analytics in High Technology



Tag your pictures with #tableauteatalks 😊
And let us know what you think!

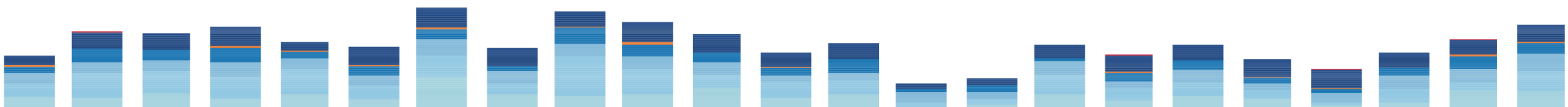


<https://bit.ly/tableauteathoughts>





The COVID-19 Resource Hub & Staying Engaged



Covid-19 Data Hub

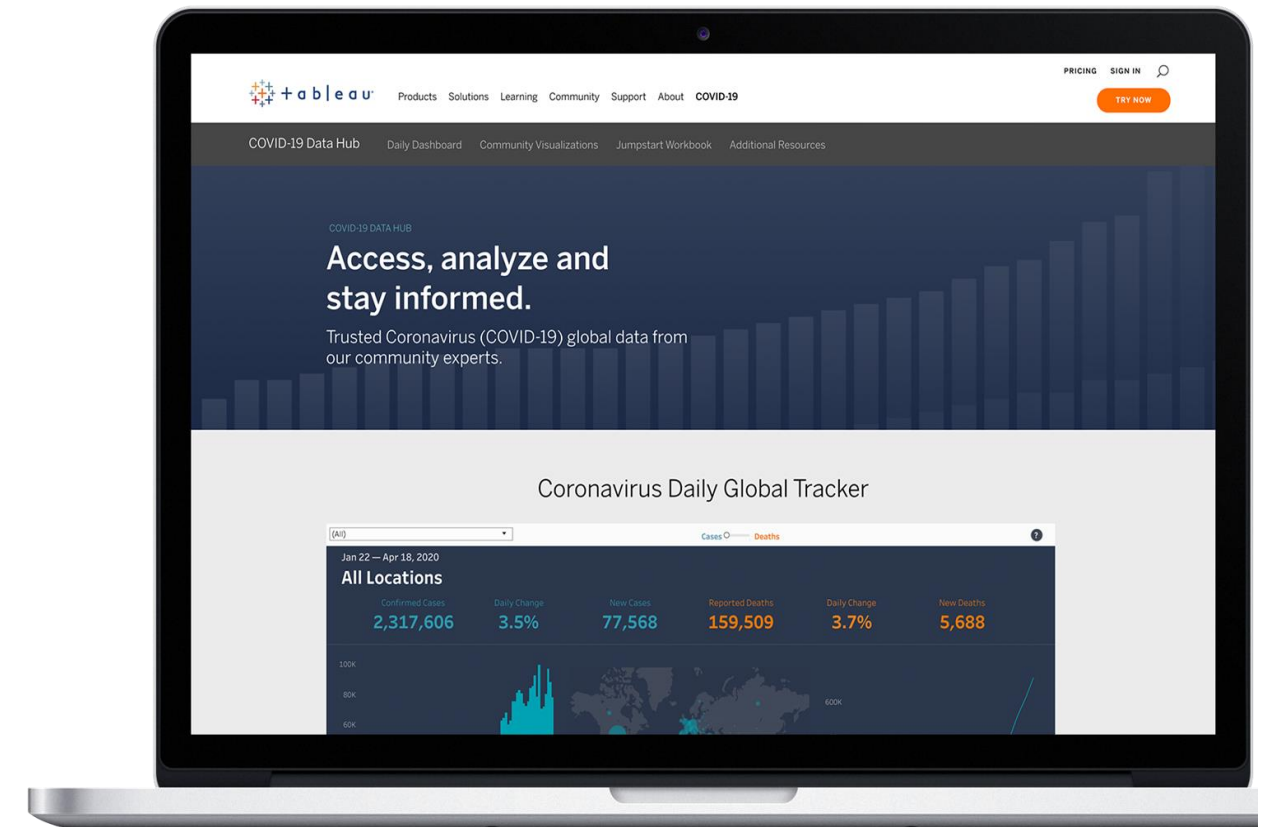
Access, analyze and stay informed.

Keep track of the pandemic with daily global tracker.

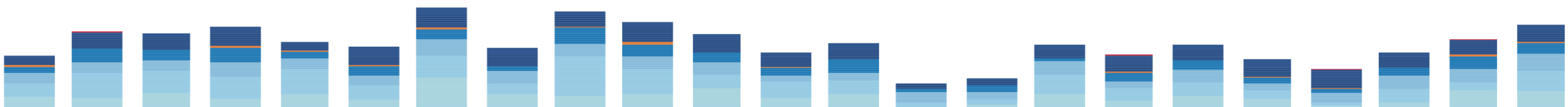
See and understand the impact of the virus—and learn from examples of how to analyze the data—with a curated viz gallery from Tableau community.

Jumpstart your own analysis with starter kits with trusted data that you can apply to your needs.

Learn how to work with Covid-19 data responsibly with trainings and how-to guides.



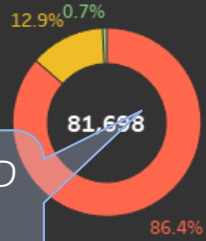
Access the resources here: <https://www.tableau.com/covid-19-coronavirus-data-resources>



Customer COVID Cockpit

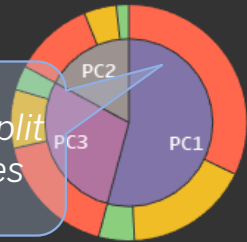
KPIs by ROG Zones

of COVID cases (click on a piece of pie to interact)



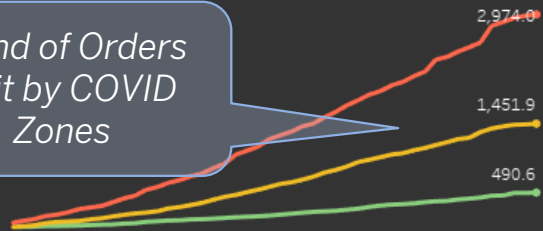
Confirmed COVID Cases across COVID Zones

Product Mix & Zone wise Exposure (click on a piece of pie to interact)



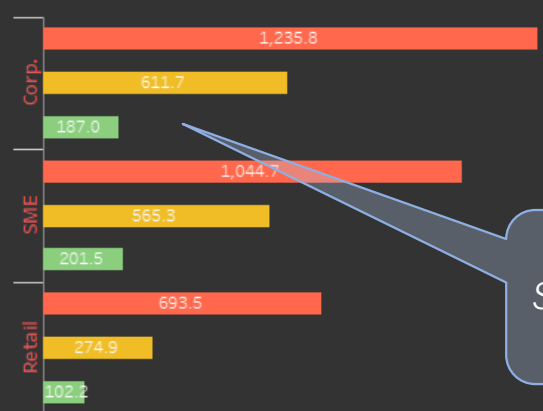
Product Mix & split by COVID Zones

Monthly trend of Orders (Rs. Crs.) (select data point to interact)



Trend of Orders split by COVID Zones

Customer Segment split (Rs. Crs.) (click on bar to interact)



Customer Segment Mix split by COVID Zones

Customer Count

7,583

Orders (Rs. Crs.)

4,916.5

BR Past Due Customers

703

BR Past Due% (count)

9.26%

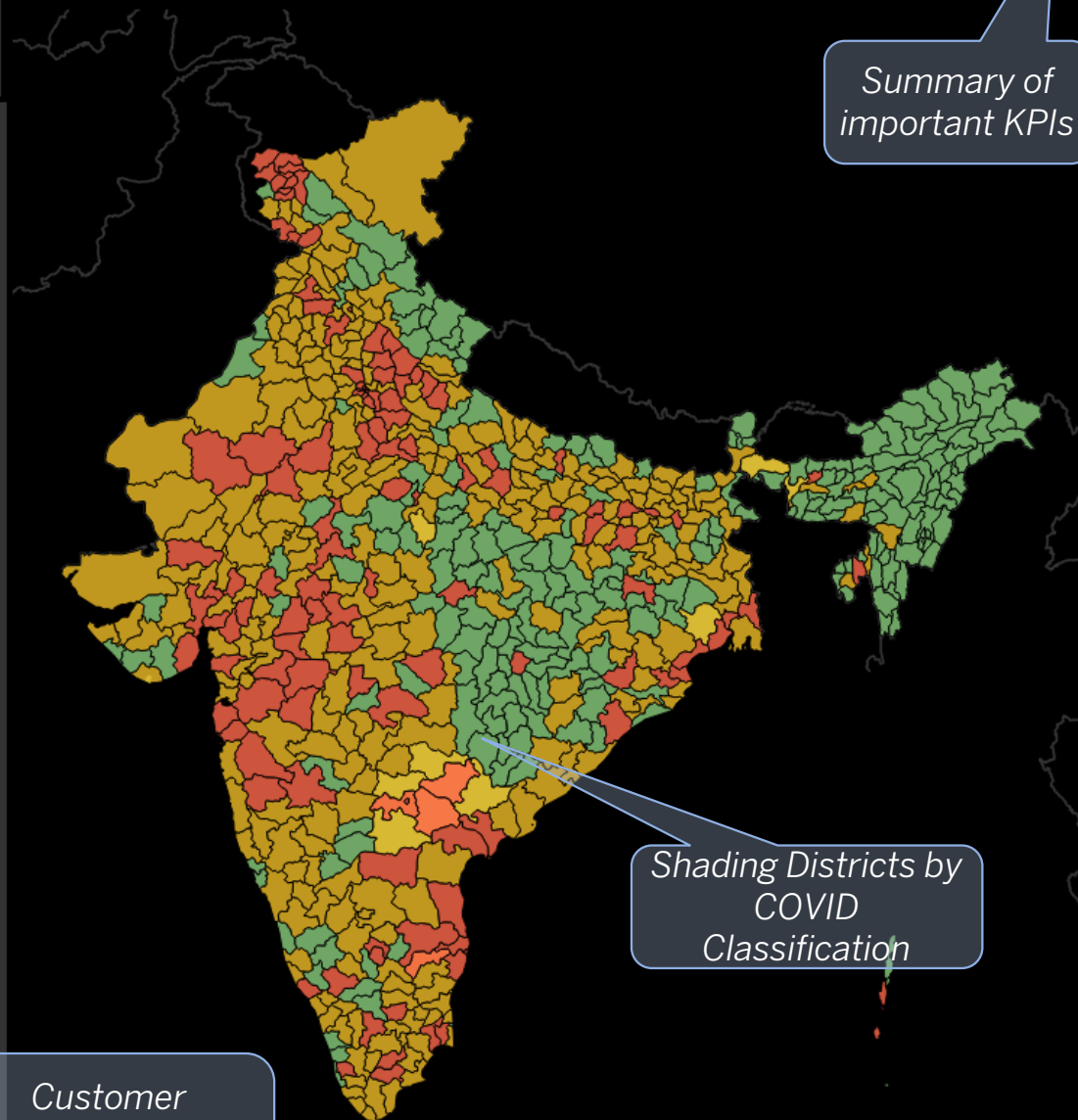
BR Past Due (Rs. Crs)

73.6

BR Past Due% (value)

1.50%

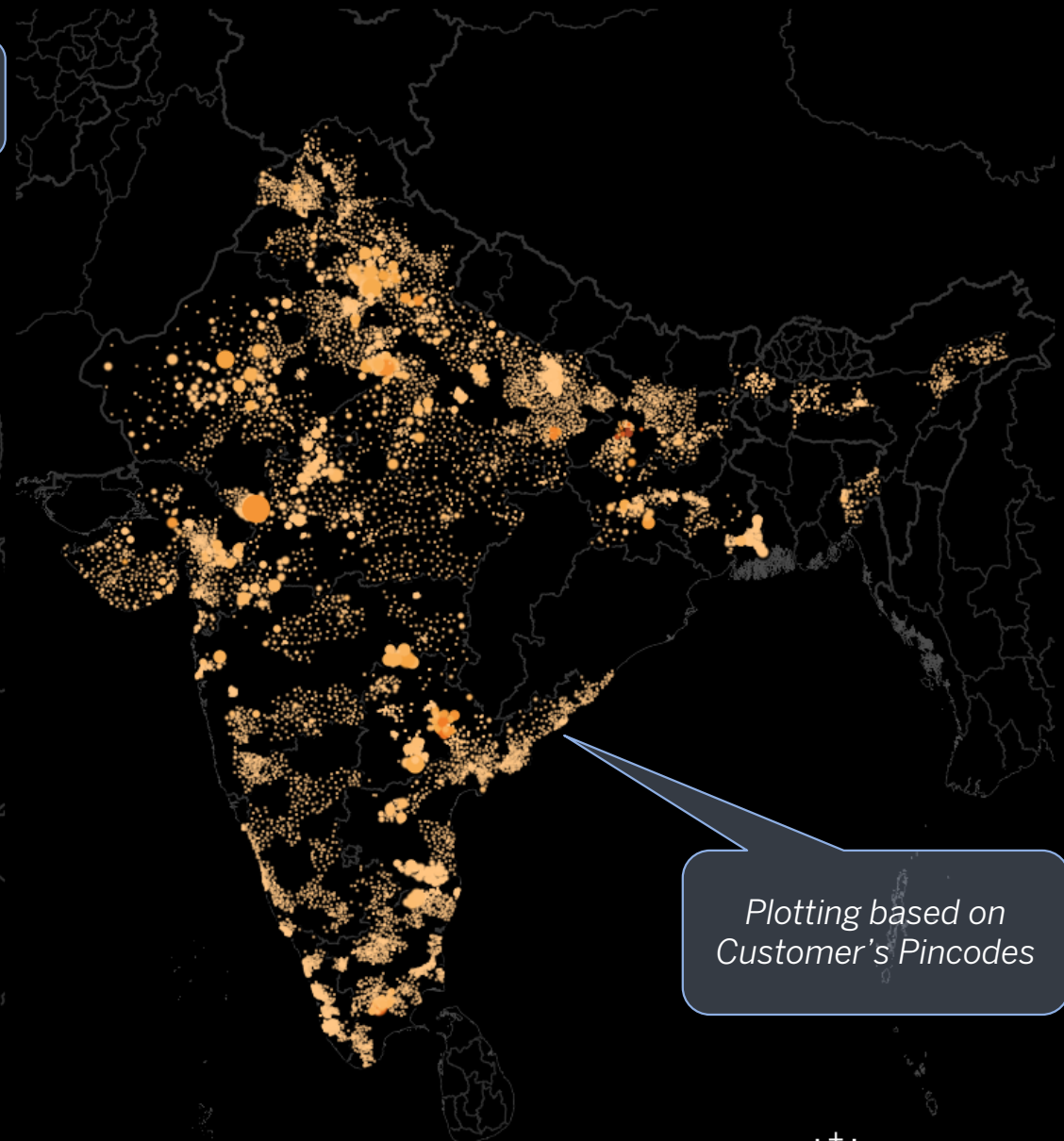
Cases across Districts highlighted by their COVID status (click on district to interact)



Summary of important KPIs

Shading Districts by COVID Classification

Exposure & Delinquency across Pincodes (click on pincode to navigate to Recovery Report)



Plotting based on Customer's Pincodes

The Distribution of Employees and Case Numbers

(case data extracted on the 17th of May, 2020 from the community-sourced connector)



Number of States

6

Number of Employees

501

Active Cases

43,892

Confirmed Cases

68,110

Which office has the highest number of employees?

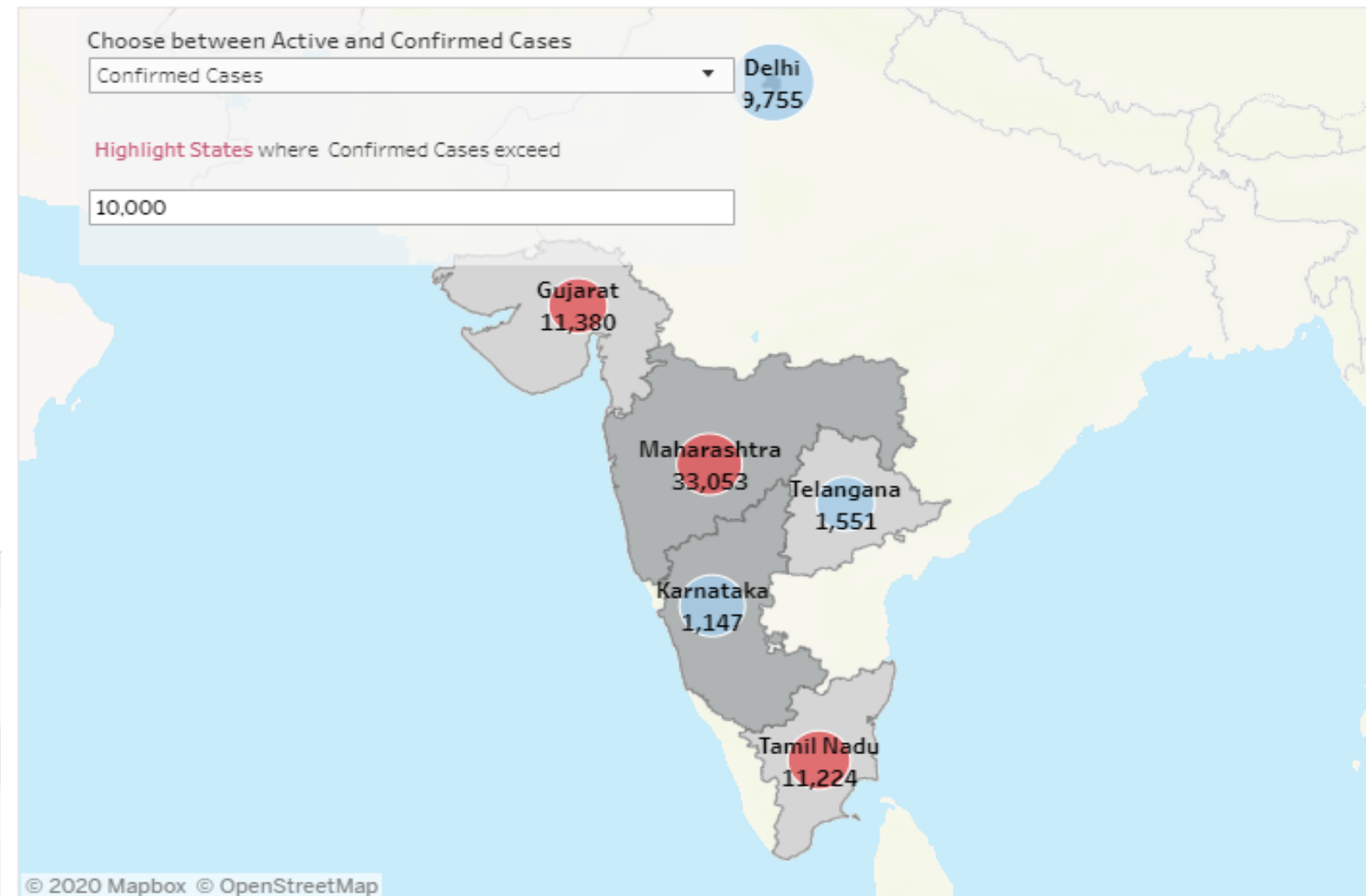
Colored by *number of cases*



What is the distribution of our employees across functions?

	Sales	Operations	Marketing	IT
Delhi	56 21%	32 25%	30 48%	14 28%
Gujarat	36 14%	14 11%	12 19%	4 8%
Karnataka	46 18%	27 21%	5 8%	4 8%
Maharashtra	43 16%	17 13%	5 8%	17 34%
Tamil Nadu	46 18%	19 15%	5 8%	5 10%
Telangana	34 13%	18 14%	6 10%	6 12%

Where are my employees located?



Access this viz on [Tableau Public here](#)

Do more like TVS Credit

Financial assistance model for employees



TVSCREDIT COVID MONITORING - Employee Analysis

Select Region: All Select Area: All Select Location: All Reset all filters

Total Employees 14XXX	Assistance Required - 55			Assistance Not Required 14YYY
	Not Resolved 10	Resolved 38	In Progress 7	

Employee Details - Assistance Required

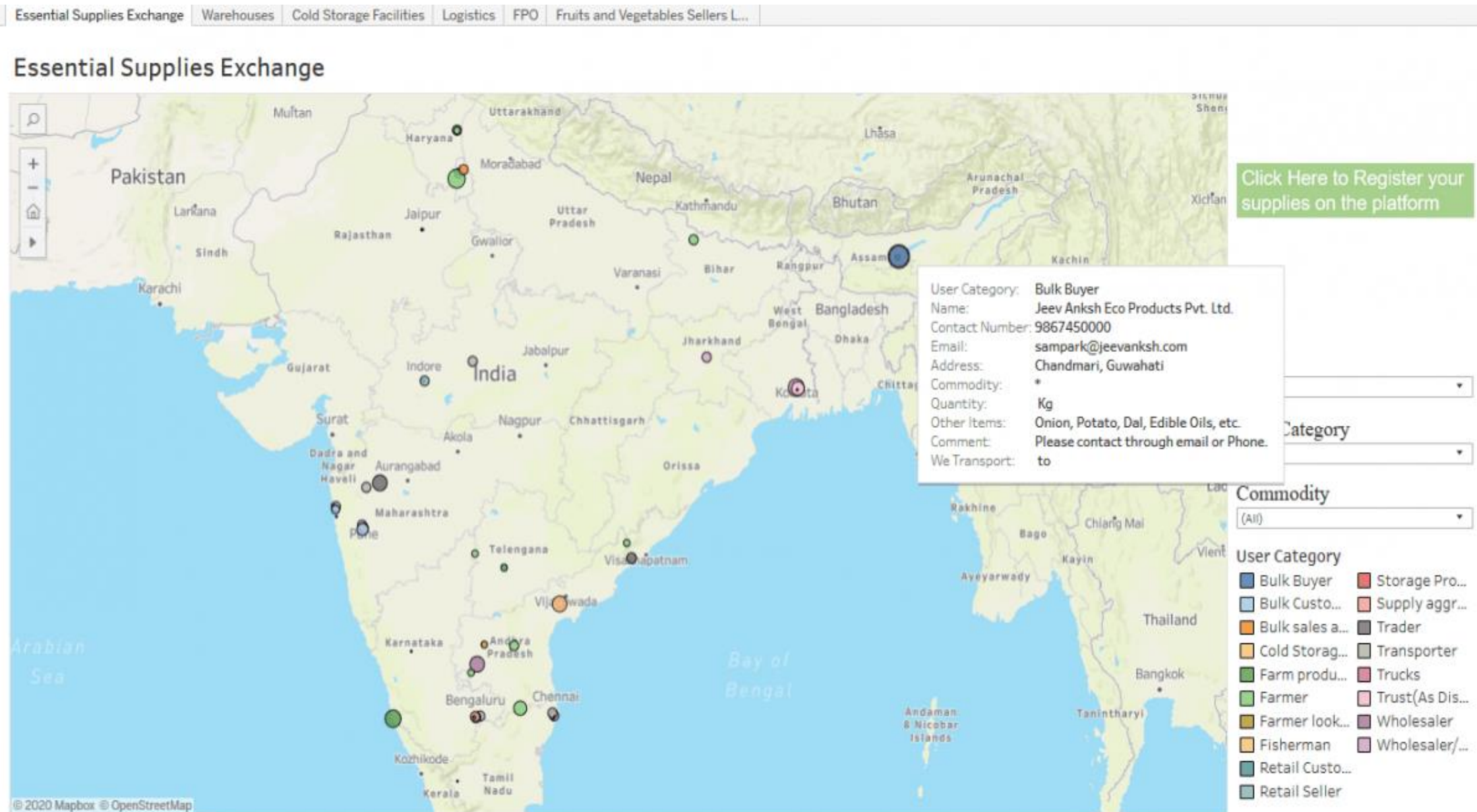
Employee	Mobile No	Pregnancy Case Assistance Required	Cash Assistance Required	Salary Not Credited	Pharmacy Assistance Required	Provision Assistance Required	Health Issue self	Health Issue Kids	Health Issue Parents	Health Issue Others
Employee 3	99999914									
Employee 4	99999915									
Employee 8	99999919									
Employee 11	99999922									
Employee 12	99999923									
Employee 15	99999926									
Employee 21	99999932									
Employee 40	99999951									

TVS India created a dashboard to centrally track, monitor and respond to its +14,000 employees spread across more than 130 locations pan India daily. TVS Credit identified over 100 employees with urgent medical emergencies and was able to formulate a quick scheme to help and provide financial support where needed.

Click [HERE](#) to read more.

Do more like Satsure

Resource matching for



SatSure creates visualization to reduce the risk of food shortages in the wake of COVID-19

Click [HERE](#) to read more.

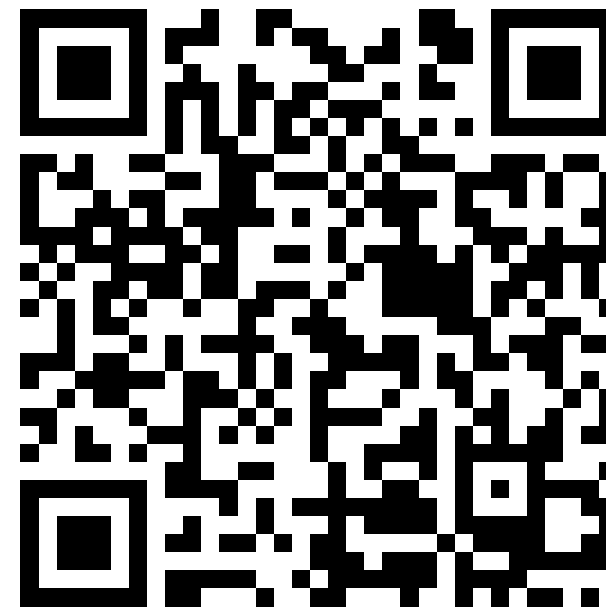


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Analytics in High Technology



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